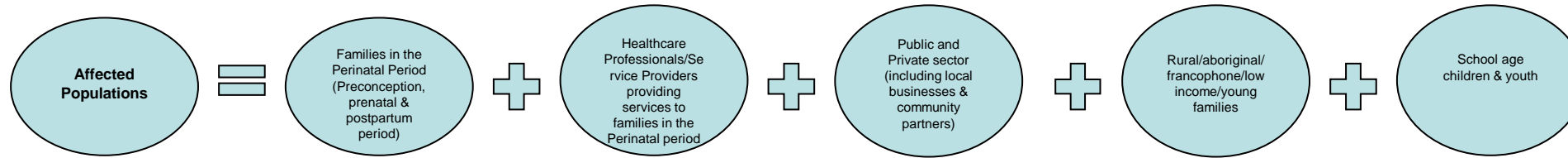


Timiskaming Health Unit BFI Logic Model

Goals: To promote and support informed infant feeding decisions & to increase initiation, duration, and exclusivity of breastfeeding in the Timiskaming District



Long Term Objective: Attain BFI designation for THU (complete external assessment in 2014)

Medium Term Objective: Implement and maintain BCC integrated BFI Ten Steps - Practice Outcome Indicator & adhere to the International Code of Marketing Breast milk Substitutes (complete Pre-assessment visit in 2013)

Ten Steps* (Service Components)	Communicate THU breastfeeding policy	Educate all THU staff	Inform pregnant women	Promote skin to skin contact	Provide lactation support (by HCP 24 & 48hrs including resources)	Support exclusive breastfeeding for the first six months	Promote 24h Rooming-In	Promote baby-led, cue feeding, & sustained breastfeeding beyond six months	Support non use of artificial teats or pacifiers	Promote a continuum of care through supportive environments & community collaboration
Activities*	<ul style="list-style-type: none"> •THU adopt policy that supports BCC BFI 10 steps & BFPP initiative •Disseminate policy internal & external •Annual document review of current THU policy and resources to assure code compliance 	<ul style="list-style-type: none"> •Referral mapping for infant feeding supports in THU •All THU staff receive orientation within 6 months to BFI policy & •Create BFI education pathway for all staff •HR maintains Documentation of BFI education and training •Annual BFI grand rounds with post-tests 	<ul style="list-style-type: none"> •Written prenatal curriculum compliant with steps 3 & 4 •Written resources that are compliant •Collaborate on prenatal curriculum and resources with partners •Pathway to support breast milk substitutes inquiries 	<ul style="list-style-type: none"> •Include in prenatal curriculum •Resources available for parents •Provide education resources to HCP 	<ul style="list-style-type: none"> •PHN hospital liaison promotes connection to community BF supports (i.e. 48hr call) •Create infant feeding care pathway to ensure community (i.e. 24/7) BF support •Make breastfeeding resources available on THU website •Promote information and resources available on hand expression •Have support and resources available for families using breast milk substitutes •Build on breastfeeding community model •Provide educational resources to HCP •Promote consistent messaging in resources across district 	<ul style="list-style-type: none"> •Infant feeding surveillance system •Annual reporting of BF stats •Promote medical interventions for supplementation to HCP through education •Collaborate with TH, other community partners and HCP to understand infant feeding disparities and rates and offer BF support in Timiskaming 	<ul style="list-style-type: none"> •Promote rooming –in the prenatal period •Provide information and resources on safe sleep and rooming in to the public through media, community partners (i.e. TH), and prenatal classes 	<ul style="list-style-type: none"> •Provide resources and information on infant cues, baby-led latching, contraception & breastfeeding and introduction to solids, breastfeeding support and community partner services •Update all resources every two years 	<ul style="list-style-type: none"> •Promote alternative strategies prenatally •Promote TH and community partners to acknowledge appropriate use of artificial teats •Nipple shields provided when medically indicated •THU staff continue to document nipple shield usage and infant feeding interventions in charts 	<ul style="list-style-type: none"> •Promote the creation of BFPP throughout Timiskaming •FHC continues to meet •Create infant feeding referral map for community •Promote maintain “our community” parent resource •Collaborate with community partners to establish BF Peer support networks •Promote cultural norms amongst partners and community members through media, annual awareness campaigns and school age/youth focused initiatives •Update THU website annually •Offer annual professional development workshop for service providers
Indicators (Short-Term Objectives)	Policy implemented and displayed in THU	100% of THU staff are knowledgeable about BFI, and the implication to their program as evidenced by completed orientation packages and GR post-tests	Prenatal curriculum meets BFI outcome indicators and is review every two years		Families can identify feeling supported in the community and by their HCP related to their infant feeding decision	Exclusive BF rate min of 75% at discharge reported annually				FHC meets quarterly Community collaboration and a change in cultural norms is evident by increased number BFPP, BF peer support, and implementation of awareness campaigns (i.e. annual Quintessence Challenge) THU hosts annual educational updates/PD workshops for HCP and service providers

THU resources are updated and reviewed for compliance with indicators 5.2 and the code of marketing every two years

*The service components and activities were derived from the BCC Integrated Ten Steps Practice Outcome Indicators

Ministry preliminary requirements (2011)

- Designated BFI contact ✓
- Obtained and communicated endorsement of MOH ✓
- Obtain copy of BCC ten step outcome indicators ✓
- Developed written plan to achieve designation ✓
- Develop plan for staff training ✓
- Review existing data and identified data needs ✓
- Receive certificate of intent ✓
- Set 2012 priorities ✓

Ministry intermediate work requirements (2012)

- Identify multidisciplinary committee ✓
- Self-appraisal assessment completed ✓
- Develop BFI policy ✓
- Orient BOH, MOH, staff & volunteers to policy and plan annual orientation ✓
- Educate staff ✓
- Review and update prenatal curriculum ✓
- Provide written material for women and their families ✓
- BOH endorsement ✓
- Develop plan for capturing infant feeding data ✓
- Receive certificate of participation (need to submit reassessment contract and document review) Janette Bowie to follow-up based on BFI community health service committee ✓
- Set priorities for 2013 ✓

Ministry advanced work requirements (2013)

- Complete document review
- Submit Pre-assessment contract & BFIO fee
- Complete data analysis
- Pre-assessment site visit planned
- Submit external assessment contract & OBC fee
- External assessment site visit planned
- Set priorities for 2014

Ministry requirements

- Certificate of Commitment
- BFI action plan
- Set priorities for upcoming 2015

Legend

- BCC: Breastfeeding Committee of Canada
- BF: Breastfeeding
- BFI: Baby Friendly Initiative
- BFPP: Breastfeeding Friendly Public Places
- BOH: Board of Health
- HCP: Healthcare Provider
- BFIO: Baby Friendly Initiative Ontario
- FHC: Family Health Coalition
- PHN: Public Health Nurse
- TH: Temiskaming Hospital
- THU: Timiskaming Health Unit